

COUNCIL REFERRAL FORM

Name of Councilmember requesting referral: Vice Mayor Rob Bonta

Date of submission to City Clerk (must be submitted before 5:00 p.m. on the Monday before the Council meeting requested): Tuesday, June 07, 2011

Council Meeting date: Tuesday, June 21, 2011

Brief description of the subject to be printed on the agenda, sufficient to inform the City Council and public of the nature of the referral:

The America's Cup, the third largest sporting event in the world behind only the World Cup of soccer and the Olympics, is coming to the Bay Area in 2013. The America's Cup will provide unique opportunities for Alameda to generate revenue, something that will be particularly beneficial to the City in these difficult economic and budgetary times. I have helped establish and organize a committee comprised of members from Alameda's business and maritime communities to help identify effective strategies for Alameda to participate economically in the America's Cup.

I seek direction from the City Council regarding making this committee an official City-sponsored ad-hoc committee to focus on Alameda's participation in the America's Cup. The committee's mission would be to capitalize on the maritime tourism surrounding the Cup to strengthen Alameda, improve Alameda's reputation as a vibrant maritime community, and improve Alameda's infrastructure and appeal as a tourist destination. The committee's scope of work would be to, together with city staff, coordinate and communicate with the various America's Cup stakeholders, decision-makers, and responsible parties, and recommend action items to the City Council and staff.

**Council Referral #9-A
06-21-11**